

Your Local Guide to Sustainable Helsinki.

[MyHelsinki.fi](https://myhelsinki.fi)



Helsinki



Climate change affects us all. Combatting it is not the task of a small minority – nor is it their privilege. Helsinki is committed to promoting a more sustainable way of life for everyone.



In accordance with the City Strategy Helsinki takes the prevention of climate change seriously and is aiming to reduce emissions by 60 % by year 2030. The target is to achieve carbon neutrality by 2035.

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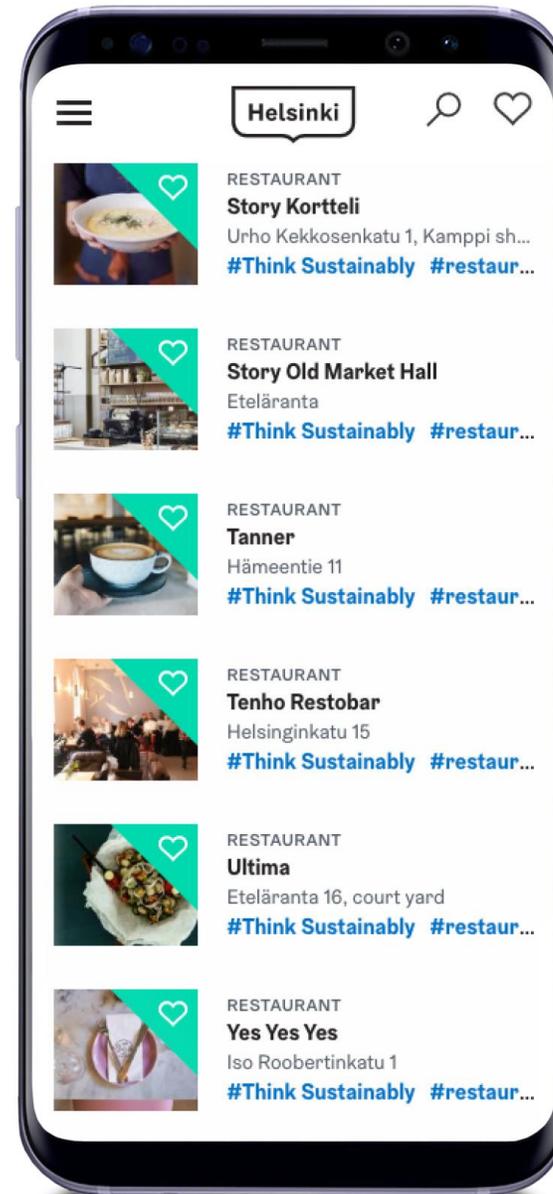
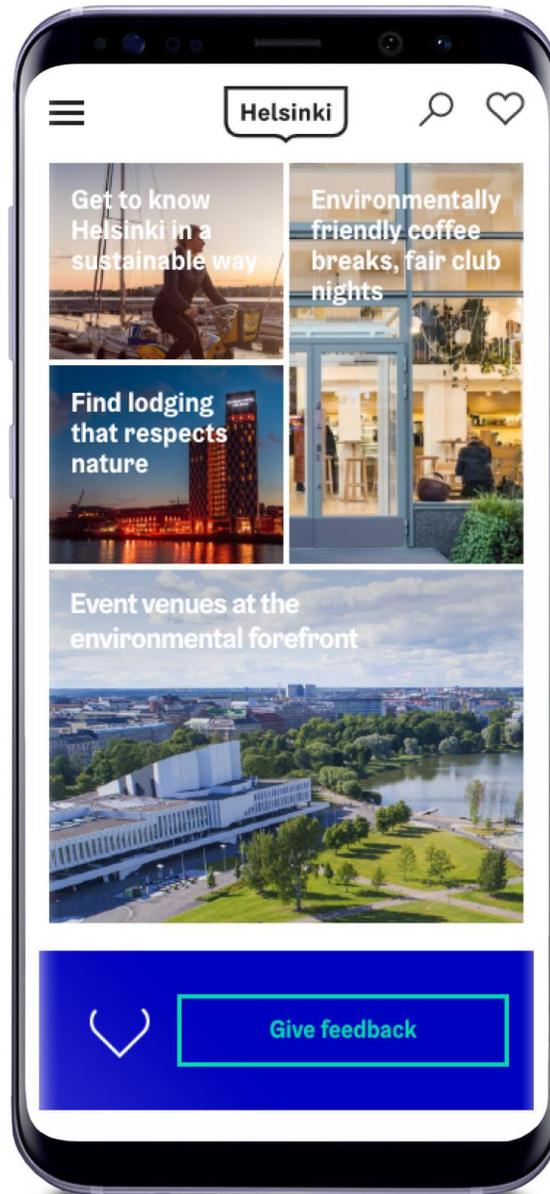
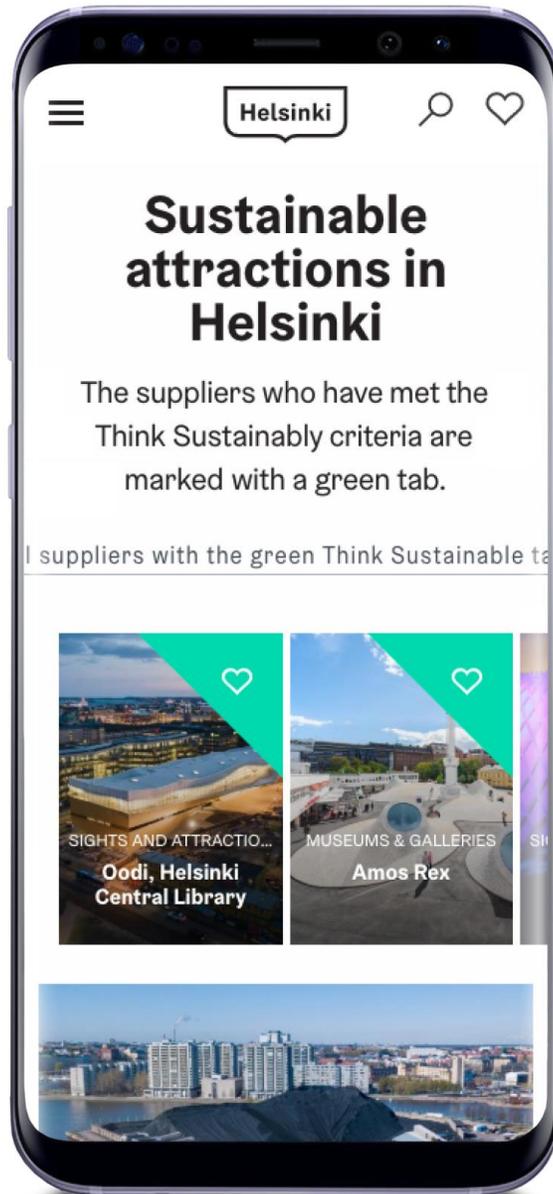
**What if making
sustainable choices
could be easily
embedded into your
everyday life?**

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Think Sustainably

- Think Sustainably combines sustainable services, experiences, and transportation in Helsinki into one easy-to-use digital service on MyHelsinki.fi.
- The base of the service is on sustainability criteria that have been tailor-made for Helsinki.
- The criteria highlights ecological sustainability, especially combatting climate crisis, yet also consider social sustainability.
- Accessible to different types of service providers: restaurants, cafés and bars, shops, attractions, accommodation, events and venues.





Energy

Food and beverage service

Items

Other

Social sustainability

✓ **Staff members can spend a certain amount of their working time volunteering.** ^

Staff members should be allowed to spend, for example, 1 working day a year performing volunteer work or participating in a volunteer project, which can take place in cooperation with organisational partners. Volunteering during working hours benefits the operator, the well-being of its staff members and the voluntary organisation where the activity takes place. It allows staff members to learn new things and understand responsibility in a new way. In addition, volunteering has been shown to increase the happiness of those who participate in it.

✓ **The operator employs people who may otherwise be difficult to place in the work environment.** v

✓ **The operator actively and prominently promotes equality and non-discrimination. In addition, both customers and staff have clear guidelines for reporting and addressing inappropriate behaviour.** v

✓ **Some of the proceeds are donated to charitable activities or charities. For example, the operator has been granted the Finnish Social Enterprise Mark.** v

✓ **The location is fully accessible. Information about accessibility of the premises is clearly available.** v

✓ **The attraction also allows free admission at certain times.** v

... / rubbish bins. v

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... an area, for example supporting horticultural activities and the situ- v

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The objective

- To help **locals and visitors** choose more sustainable ways of living urban life every day.
- To give **service providers** information on what they could do better by serving as a platform for action, and help them make their sustainability work visible.
- To encourage the **acceleration of sustainable development**.

Contemporary climate responsibility means that sustainable lifestyles should be easy choices to make in a city.



Key
elements:
trust and
transparency



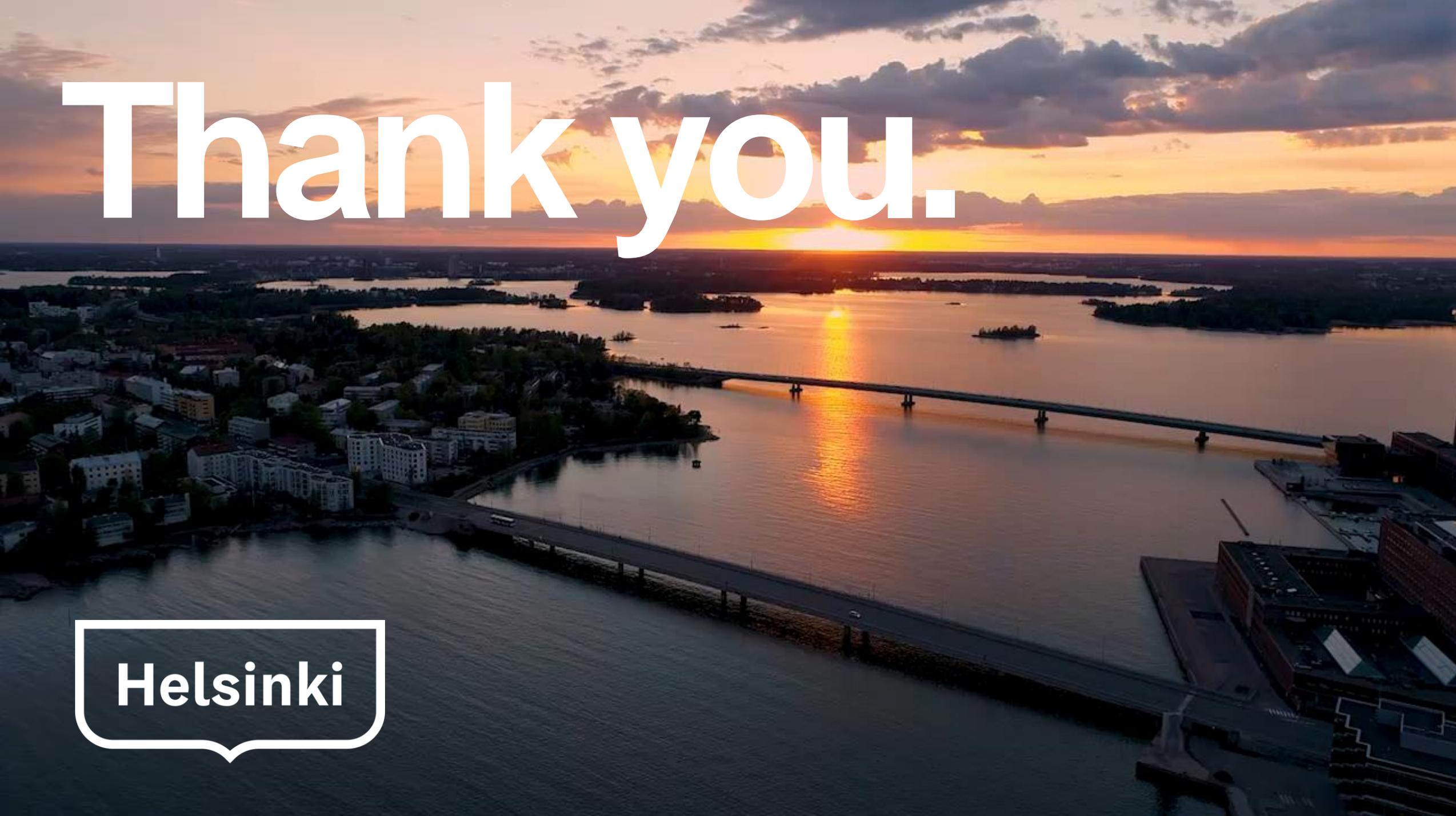
A service based on trust

- Not a new official sustainability label or certificate, and therefore the fulfillment of the criteria is not evaluated by a third party.
- Service providers are the best informants of their actions and wishes to pursue sustainability.
- MyHelsinki.fi visitors who have had experience with the services are encouraged to give feedback by matching the criteria with their actual experiences through the website.
- The service provider is expected to regularly brief its own employees on the company's values and visions of sustainability.



Creating unlikely alliances, and working with partners and shareholder which have not likely to been your partners, is advantageous. By doing together we create the new normal.

Thank you.

An aerial photograph of Helsinki, Finland, during a sunset. The sun is low on the horizon, casting a golden glow across the sky and reflecting on the water. A long bridge spans across a wide body of water, with several smaller bridges visible in the distance. The city's buildings and greenery are visible on the left side of the frame.

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